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ABOUT A DETERMINATION OF THE CONCEPT «NAUTICAL TOURISM»

The article deals with a definition of nautical tourism. The main aim of this article is to analyze the existing definitions proposed in foreign literature and to sort out the basic terms and concepts. It is given an attempt to create the definition that best suits the scientific and practical needs of research and work in the industry of nautical tourism.

Keywords: tourism, nautical tourism, definition of nautical tourism, sustainable development.

Іванова Д. А. Щодо визначення поняття «морський туризм». – Стаття.

Стаття присвячена визначенню морського туризму. Головна мета цієї статті – проаналізувати існуючі визначення, запропоновані в іноземній літературі, і дослідити основні терміни та поняття. Запропоноване визначення морського туризму, яке максимально відповідає науковим та практичним потребам дослідження та роботи в галузі морського туризму.

Ключові слова: туризм, морський туризм, визначення морського туризму, стійкий розвиток.

Иванова Д. А. Об определении понятия «морской туризм». – Статья.

В статье рассматривается определение морского туризма. Основная цель данной статьи – проанализировать существующие определения, предложенные в иностранной литературе, и исследовать основные термины и понятия. Предложено определение морского туризма, которое наилучшим образом отвечает научным и практическим потребностям исследования и работы в отрасли морского туризма.

Ключевые слова: туризм, морской туризм, определение морского туризма, устойчивое развитие.

The international nautical tourism is developing and becomes one of the influential factors that affects the economic growth of the country's competitiveness in the world markets. Despite the hinder facts, Ukraine has the potential of the international nautical tourism, so that this potential should be realized by the way of progress of tourism and creation the country's positive image in the global tourism market.

Coastal and maritime tourism has become one of the main areas of growth of tourism. However, an excessive occupation of the coastline and an over – exploitation of its natural resources are threatening the viability of the sector in many markets. Environmental degradation is compromising the prosperity of many coastal towns and villages, impacting their wealth, authenticity and cultural traditions and putting their appeal as tourist destinations at risk. It is therefore urgent to address the environmental health of our tourism spaces together with the products that they offer, making a bold statement for sustainability as a key factor in the differentiation and competitiveness of our destinations.

In this context, nautical tourism comes forward as a strategic ally of society in highlighting the value of natural and cultural resources of coastal areas. Sailing, surfing, kayaking, scuba diving or snorkeling to cite a few examples, are highly dependent on well – kept landscapes and healthy marine ecosystems. These activities contribute to a sound tourism and strengthen such destinations. Nautical tourism is a strategic vehicle to convey values that connect people to nature and sports and has a very positive educational impact on both visitors and local communities.

Nautical tourism does not come free of environmental impact and its ecological footprint must be managed and reduced. But it is precisely its condition as a generator of both environmental assets and liabilities which grants it a privileged position to lead the path towards sustainability, bringing together public administrations, business and civil society in a shared commitment to the sustainable development of coastal communities. It can improve the quality of tourism and contribute to preserving the integrity of the coastline while seizing the opportunities of the so – called “green economy”.

The European Federation of Nautical Tourism Destinations, for this reason, as a public – private collaborative platform for promoting nautical destinations in Europe, calls on its associates, but also on governments and public administrations, public and private institutions connected to nautical tourism, NGOs and the business sector [1]. The European Federation

of Nautical Tourism Destinations contributed to the development of nautical tourism by the edition of the European Manifest for Sustainable Nautical Tourism in Brussels, 5 December 2012. The Manifest stated the objectives to improve the nautical tourism to better positions in the world. The signatories of this Manifest wish to make a public commitment to promoting a nautical tourism that integrates the principles of sustainable development. This commitment must be instrumental to better position nautical activities as means to preserve natural heritage and biodiversity, and to contribute to the progress and social cohesion of tourist destinations. With the endorsement of this Manifest the participants wish to trigger collective action in which public administrations, businesses and social agents participate in a common effort to boost the economic, environmental and social sustainability of nautical destinations and the coastline, creating better quality conditions and development opportunities for citizens. Guided by the principles set forth in the Rio Declaration on the Environment and Development, as well as in other United Nations conventions and declarations regarding tourism, sustainable development, environment, biodiversity, landscape and cultural heritage. This Manifest was guided by:

- The “Blue Growth” initiative led by the European Union to develop the marine dimension of the Europe Strategy 2020.
- The European Union Communication (2010) “Europe, N 1 Tourist Destination in the World: A new political framework for tourism in Europe”.
- The European Strategy for Coastal and Maritime Tourism.
- The “Long – Term Strategy for Sports and the Environment” of the United Nations Program for the Environment (also known as the “Michezo Strategy”).

Nautical tourism as a phenomenon is an aspect of tourism in general, from which it has developed as a subtype. The question of defining nautical tourism should thus be considered in the context of a general definition of tourism. Etymologically, nautical tourism is a combination of two notions, nautical and tourism.

The concept of tourism is known and sufficiently studied in many papers, so there is no need for further analysis. The second term nautical developed from the Greek word “naus”, meaning ship, boat or seamanship. In modern terms, navigation is a set of practical and theoretical knowledge and skills necessary for a boat skipper to sail safely and successfully from the port of departure to the port of arrival. The term navigation, together with the associated term maritime, in its broader sense, signifies seafaring. That is

the reason why the term maritime tourism, and other concepts denoting nautical tourism, such as the English yachting tourism or German nautische tourismus, are used in international communication. Apart from these, the term maritime tourism has recently become more common, thus stressing the maritime component of nautical tourism. The focus of yachting tourism is on the yacht as a symbol of luxury at sea which is perhaps more concerned with symbols of status than an interest in seafaring. This contributes to a clearer definition of the term nautical tourism, which is actually, more a part of the tourist, rather than the marine industry. In practice, especially at universities, nautical tourism is claimed by faculties of both economics and maritime studies, each for their own reasons.

Among various definitions of nautical tourism there are several prescriptive ones. It is necessary to create a definition that best suits the scientific and practical needs of research and work in the industry of nautical tourism. Taking the definition of tourism given by the Swiss Mr. Hunziker and Mr. Karpf as a starting point, and by using the specifics of nautical tourism practice, it is possible to offer the following definition:

“Nautical tourism is a sum of poly – functional activities and relations that are caused by the tourists – boaters’ stay within or out of the ports of nautical tourism, and by the use of vessels or other objects related to the nautical and tourist activities, for the purpose of recreation, sports, entertainment or other needs” [2, p. 400].

This definition has elements of a real, conceptual and nominal definition, since it clarifies the essence of things, determines the content, and explains the meaning.

Why is this definition acceptable given the circumstances in which nautical tourism occurs?

1. In order to apply the criteria of comprehensiveness as much as possible, it was avoided the trap of a detailed analysis of nautical and tourist activities. Various analyses have shown that navigation is not a specific requirement for nautical tourism. Some tourists, for example, may take a charter boat but remain on board without leaving port. Moreover, cruising as a global business and an aspect of nautical tourism is included in this definition, avoiding a restriction to ports only, but introducing vessels as a means in this segment of tourism. Therefore, the word navigation is replaced by use, which is more comprehensive and thus more suitable.

2. Boaters do not in general limit themselves to marinas. It should be taken into account that many prefer to anchor in bays, or use ungoverned or

private moorings, preferring to retain some independence from commercial facilities. Hence the inclusion of the phrase “or out of the ports...”. The growth of nautical tourism and the range of activities it involves carry the risk of saturation of coastal regions, and it is important to recognize the values of sustainable development if these areas and their attractions are to be preserved.

3. Apart from the essential term “vessel”, it was inserted “and other objects associated with nautical tourist activities” because of the increasing diversification of such activities. Thus, for example, overnight stays while sailing increasingly involve accommodation on a fixed site, which is an integral part of many Mediterranean marinas. Other activities and types of vessels (for example tourist submarines and bathyscaphes) are occasionally available, and they are classified within the field of nautical tourism, as they are associated with marinas in terms of location.

4. In addition to sports, recreation and entertainment, to cover the whole range of recognized interests there is included the term “and other needs”. This was done because wider motive-based demands are expanding on a daily basis and it is a part of the growing, strategic management of marinas which offers the highest level of quality in nautical tourism.

Basically, this definition incorporates all the elements that are generally included in the concept of nautical tourism. Other authors have noted many specific features, but this new definition is closer to the objective phenomena that can be observed across the whole range of nautical tourism activities. However, it should be noted that tourism and nautical tourism are derived concepts that represent a range of activities susceptible to change. That is why the nautical tourism is said as a multidisciplinary activity that cannot be unequivocally specified.

In the interests of simplicity and for practical daily usage of the term, a shorter version of the definition was proposed by professor Lukovic, PhD at the Department of economy and business of the University of Dubrovnik in 2006: Nautical tourism is a poly – functional tourist activity with a strong maritime component.

This simple and practical definition emphasizes the main characteristics of nautical tourism that places it in the tourist industry, but involving some measure of seafaring skill and knowledge.

According to Mr. Orams “marine tourism includes those recreational activities that involve travel away from one’s place of residence and which have as their host or focus the marine environment (where the marine

environment is defined as those waters are saline and tide affected)” [3, p. 27]. In Addition, Mr. Lekakou and Mr. Tannatos consider that “maritime tourism refers to a particular form of tourism, and is the search of a more direct and more permanent contact of the tourist with the ocean” [4].

In these definitions, there is also a lack of factors distinguishing tourism from excursions in accordance with recommendations of the World Travel Organization, and also, the boundary where maritime tourism ends and coastal tourism begins. Having regard to the recommendations of the WTO: “tourism is defined as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited” [5], and the findings, maritime tourism can be defined as: staying at sea or ocean for the purposes of tourism or business, using maritime means of transport in the period not longer than 12 months. And in turn, maritime excursion is a tourist activity with using the means of water transport for the purposes of tourism or business that lasts no longer than 24 hours.

The proposed definitions of maritime tourism and maritime excursions include a few essential elements, i.e. the recommendations of the WTO and indicate the nature of a trip and most importantly – separate the maritime tourism from seaside tourism.

The final Commission Staff Working Document on Nautical Tourism of 30 March 2017 stated the European Strategy for more Growth and Jobs in Coastal and Maritime Tourism focuses on capturing the job and growth potential of this prosperous sector by promoting skills and innovation, strengthening sustainability, maximizing available EU funding and mainstreaming EU policies affecting coastal and maritime tourism. The strategy also provides for a number of actions to be undertaken in the field of nautical tourism:

- qualifications of professional yacht skippers and recreational boating;
- safety equipment for nautical tourism;
- waste prevention, management and marine litter;
- innovation for marina development.

The present Staff Working Document (SWD) will analyze the above mentioned, fields based on the results of such studies as: Study on the competitiveness of the recreational boating sector ECSIP (2015) [6], Study on specific challenges for a sustainable development of coastal and maritime tourism in Europe (2016) [7] and Assessment of the impact

of Business Development Improvements around Nautical Tourism [8], and input from interested parties. It will describe the possible options to unleash the EU's Single Market potential for additional jobs and growth in these fields.

Nautical tourism is a dynamic sector. According to recent estimates presented in the "Assessment of the impact of Business Development Improvements around Nautical Tourism" (Study on Nautical Tourism) the EU's NT sector creates up to 234 000 jobs and generates € 28 billion annual revenue. About 48 million EU citizens participate regularly in water sports, out of which 36 million participate regularly in boating activities. Over 4,500 inland and coastal marinas create up to 70,000 jobs and generate up to € 4 billion annual turnover. About 6 million boats are kept in European waters out of which 60,000 charter boats generate up to € 6 billion turnover each year. The EU is a frontrunner with respect to innovation and technological processes e.g. in electric propulsion [9].

Marine recreational fishing is a popular leisure activity in Europe and an integral part of European coastal life and communities. According to unpublished data from the ICES Working Group on Recreational Fisheries Surveys (WGRFS), 6.3 million participants went fishing on 57 million days (mean 9.6 days per fisher and year) in the Euro – Atlantic area spending 4.9 billion Euros in 2015. This money is often spent in the coastal communities contributing to local employment such as tackle shops, hotels, restaurants, boat and equipment rentals, charter boats and fishing guides. The recreational sector does not only contribute economically but also provides social benefits to society like relaxation, exercise and experience of nature. Commission Staff Working Document on Nautical Tourism 7978/17 is an explanatory memorandum on the European Union Document, submitted by the Department for Culture, Media and Sport on 14 of June 2017 [10]. The working document on Nautical Tourism outlines a number of possible options to promote and develop nautical tourism in a sustainable manner, especially in Ukraine, that is very significant in the days of Ukraine's integration into the EU.

Conclusions

The definitions of nautical tourism, that are presented above, point out to the interdisciplinary nature of tourism. Plenty of items influence upon the quality and diversity of nautical tourist activities, resulting not only from tourists' preferences who travel at sea, but also depended on the external factors, among which it should be mentioned: geographical

and climatic conditions, status of development of the technical and tourist infrastructure and also, policy of local and central authorities. Sorting out the terminology is very significant especially in terms of research and scientific analysis of the maritime and coastal tourism market. It allows defining a profile of a tourist who travels at sea, segmentation of a tourist demand and supply, as it is among the most important areas for tourism in our country. Nautical tourism is very prospective sphere of economy that must be developed in a sustainable manner in our country.

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